

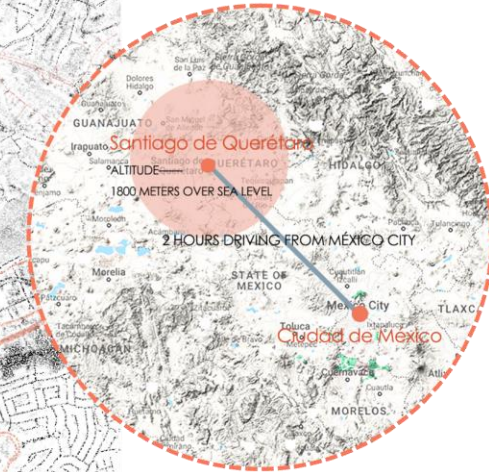
# HOTLINKING MARKET



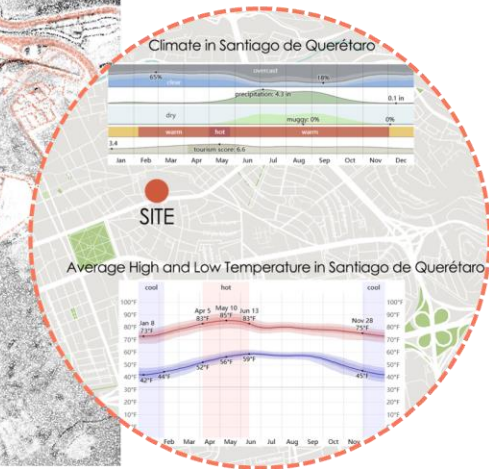
The "Hotlink Market" concept links online and offline elements in a dynamic marketplace. Each stall acts as a node for social exchanges, with art attracting customers and flexible designs enhancing interactions. An app enables stall reservations and feedback, improving user experience and driving urban innovation.

# Location And Climate Analysis

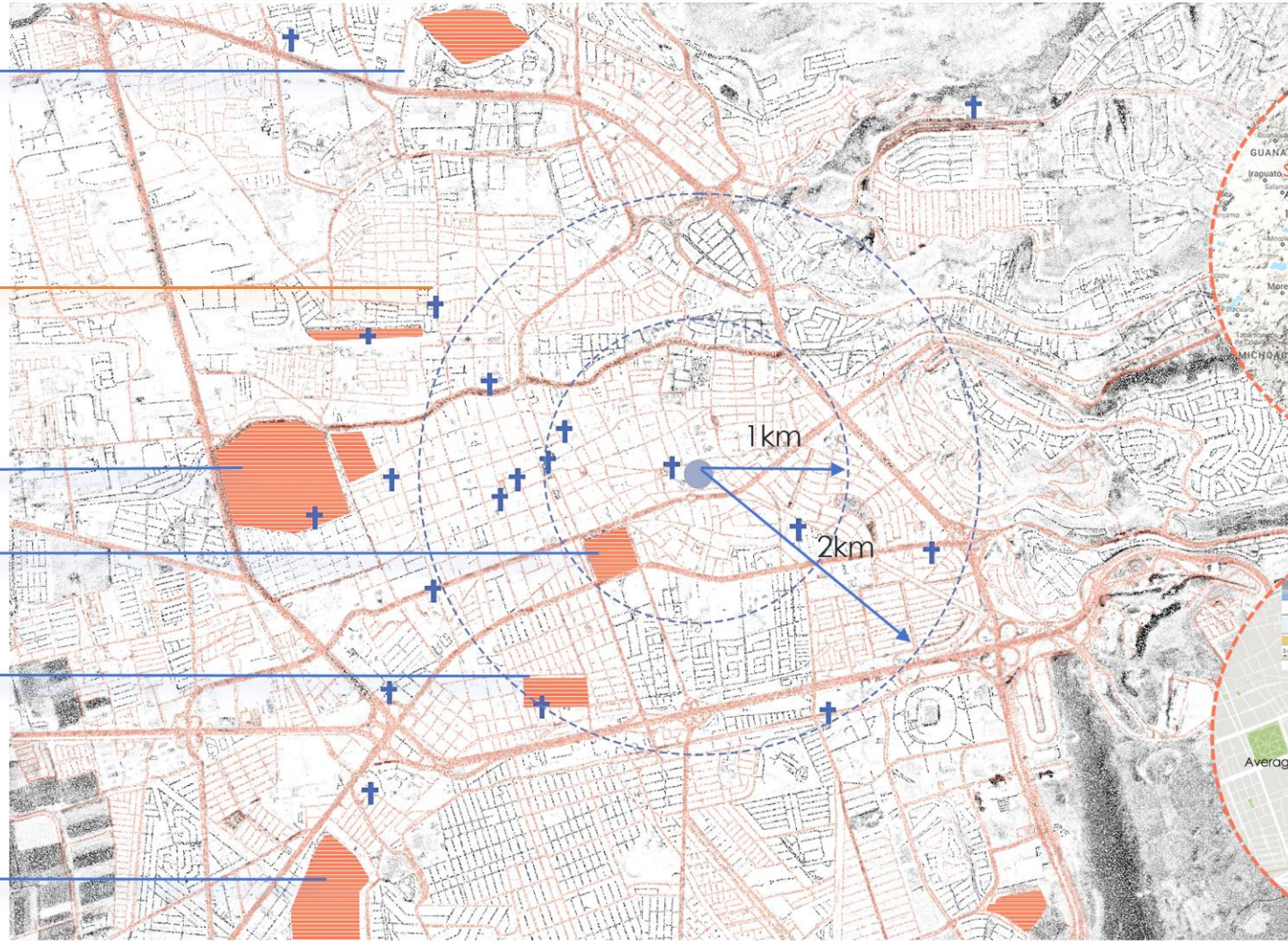
## Location analysis



## Climate analysis



- National Park Cerro de las Campanas
- Church
- National Park Cerro de las Campanas
- Alameda Hidalgo
- Panteón Municipal
- Club Campestre



Querétaro, located about 220 kilometers north of Mexico City, serves as a key transportation hub, surrounded by scenic mountains and rich colonial architecture that attract tourists and investors. The city enjoys a temperate climate, with warm, humid summers (25°C to 30°C) and dry winters (around 0°C), benefiting from summer rainfall that supports agriculture.

# Historical Context

Built between 1726 and 1738, this aqueduct features 74 arches and stands as the most spectacular landmark of the city.

Museum

Founded in the 18th century, this Baroque-style museum is hailed as "one of the most beautiful buildings in Latin America."

Pantheon of Illustrious Queretanos

In the mid-18th century, the monastery highlighted the key missionary efforts of the Christian church in central northern Mexico and the western U.S.



Aqueducts

Landmark Points

Monastery

Municipal Square

Small village

1531

1848

1917

1996

January

December



Cinco de Mayo (May 5th)

Día de Los Tres Reyes Magos (January 6th)

Day of the Dead (November 1st)

Lupita Doll

Guadaperu Festival (December 12th)

New Year's Day (January 1st)

# Site Condition Analysis



The space has extremely limited potential uses, restricting its versatility.



The device is notably inflexible, making it difficult to adapt to various needs or situations.



—○— Traffic flow lines&nodes

○ Behavior nodes    ○ Landmark Architecture



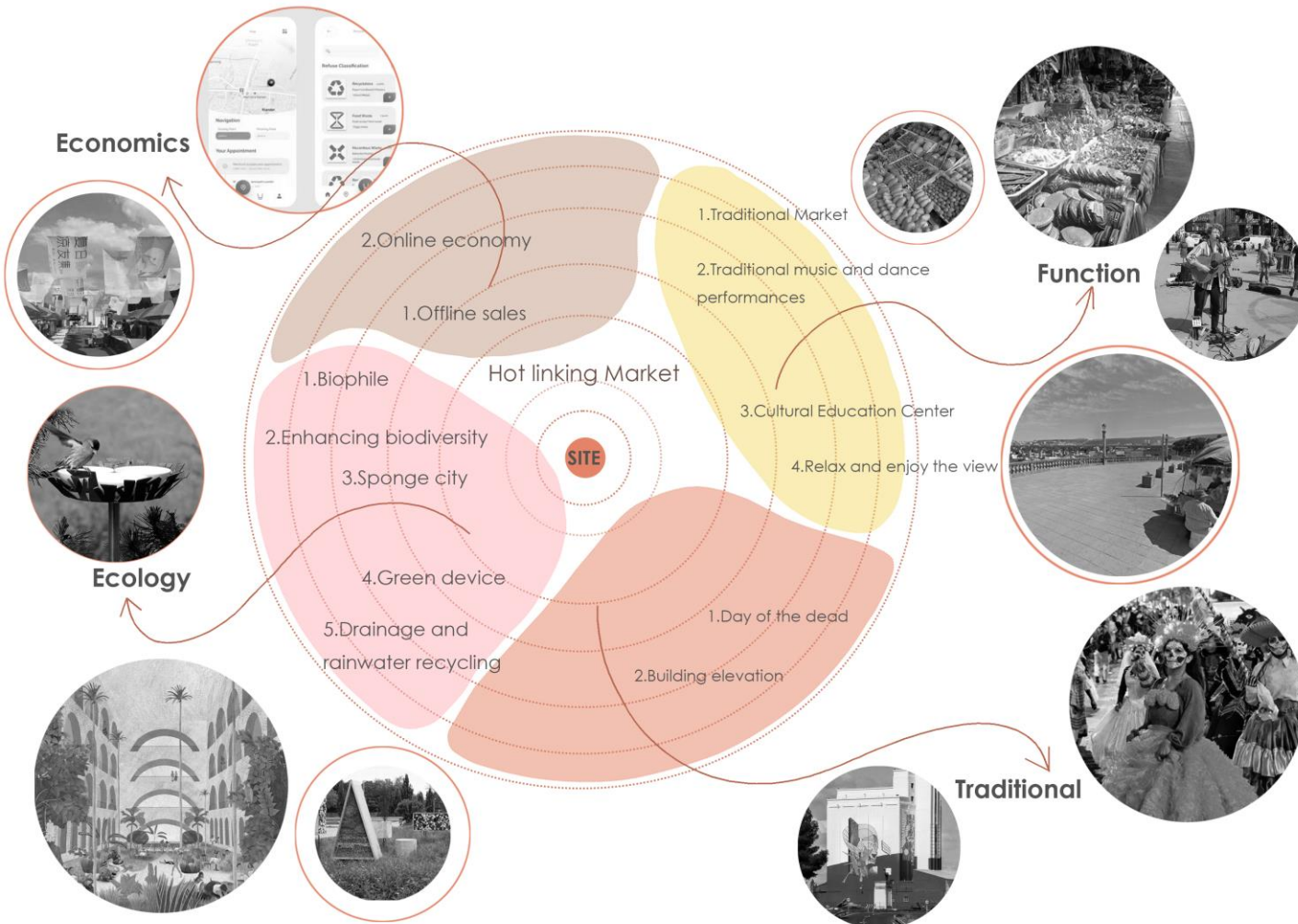
The commercial activities in the venue are limited, with only one small stall.



The shop vacancy rate is high, with many small carts sitting unused.



# Concept And Strategies



This design is based on the concept of "Site - Link," focusing on four aspects: function, tradition, economy, and ecology. "Link" refers to connections between objects and deeper interrelations. The content includes:

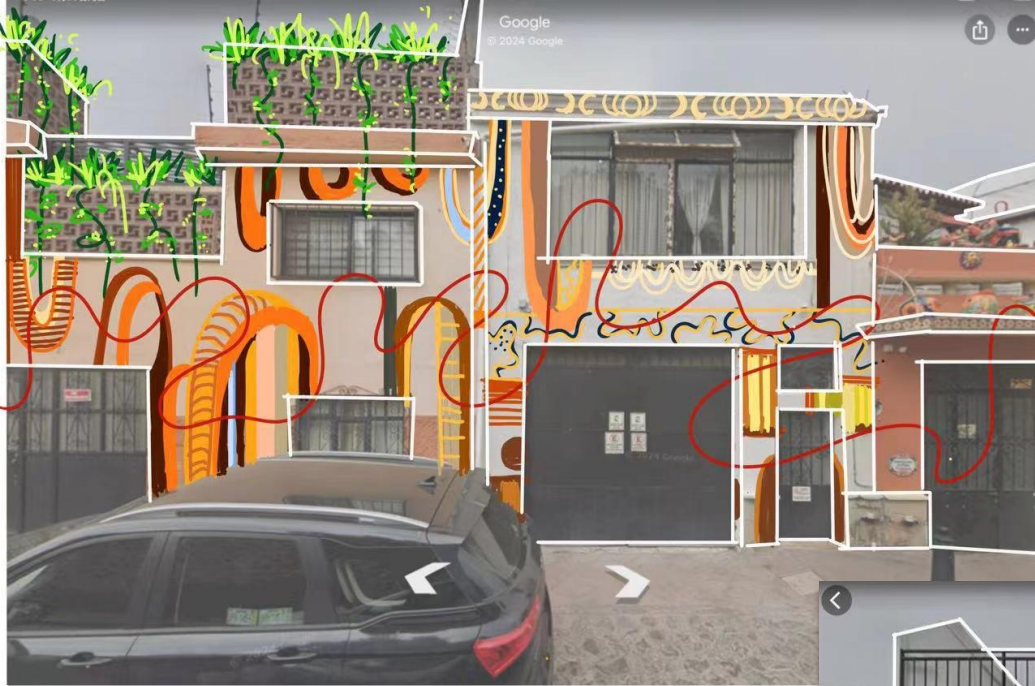
**1.Site - Link - Function:** Traditional markets, music and dance performances, cultural centers, and relaxation areas.

**2.Site - Link - Tradition:** Building facade graffiti and Day of the Dead celebrations.

**3.Site - Link - Economy:** Online economy and direct sales.

**4.Site - Link - Ecology:** Biophilic design, biodiversity enhancement, green installations, and rainwater management.

# Linking Traditional Elements-Arched Elements in Facades



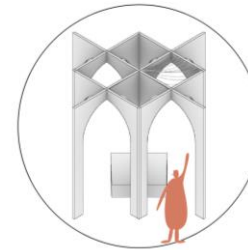
Incorporate graffiti with arch elements on the building facades, complemented by vibrant colors and bold red lines, to infuse the entire street with energy and create a cohesive connection.



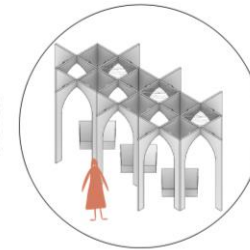
# Linking Venue Vitality-Flexibility Modules and Sculpture Layouts



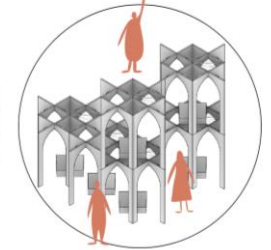
By placing individual sculptures throughout the space, visual connections are established that enhance the area's unity. This approach invites visitors to engage with the art and surroundings, guiding movement and creating a cohesive environment.



Leisure box



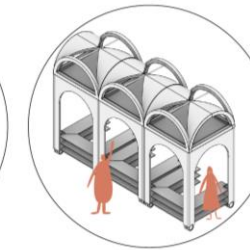
Leisure promenade



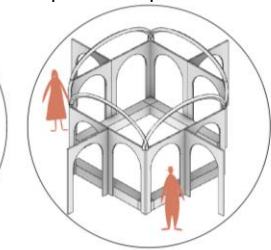
Multi-functional public space



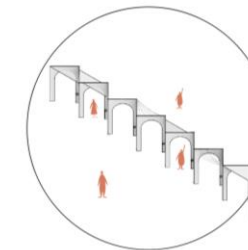
Vendors



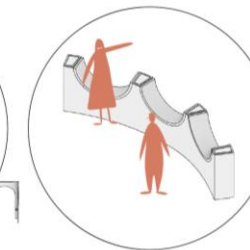
Open Bazaar



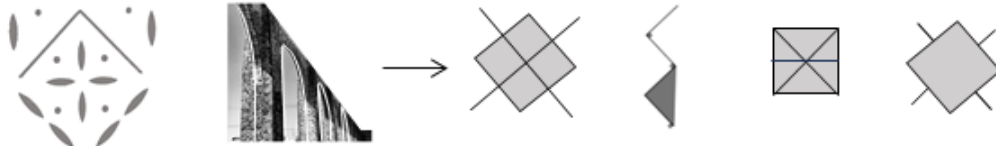
Multi-functional device



Street interface promenade



Inverted arched city furniture from the viewpoint



We extract elements from the city's waterways and traditional patterns, transforming them into modular and flexible installations that can be arranged in various configurations, thereby enriching the functionality of the space.

# Linking Ecological Connection-Redefining Natural Harmony

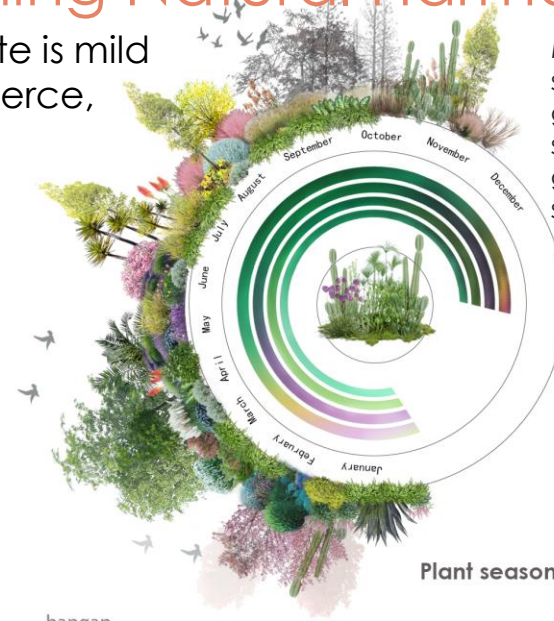
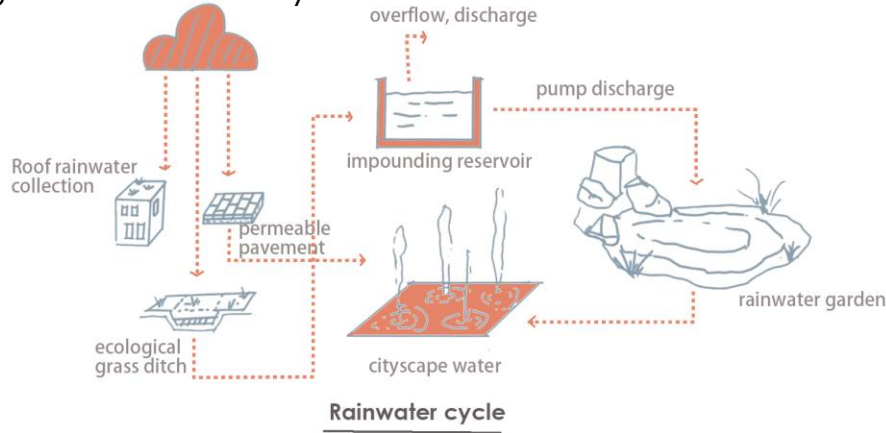
Critaro has a semi-arid climate, rainy in the summer, but the climate is mild compared to the rest of the country, but the heavy rain season is fierce, prone to flooding, in order to avoid such events.

“Site + ecology” proposed:

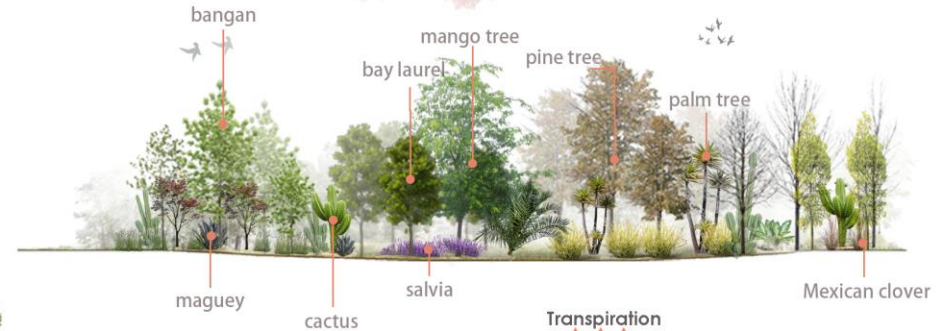
- 1, enhance drainage capacity and rain water recycling capacity
2. Biophile strategy to enhance biological diversity
- 3; Ecological sustainability and its own resilience

Most plants begin to sprout, leave and grow in spring, and some flowers Vigorous growing season in summer.

Given the climate and weather changes, plant water-tolerant, shade-loving evergreens

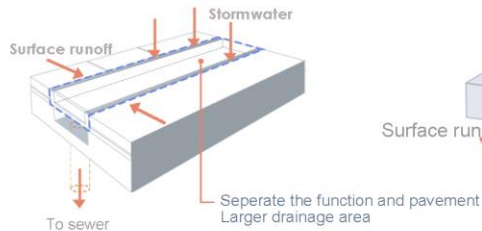


Plant seasonal variation map

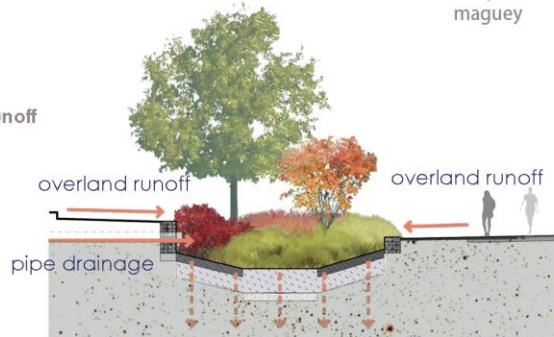
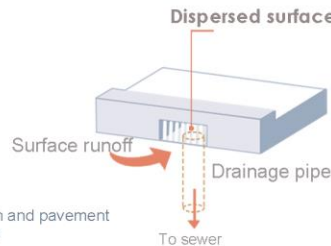


No.1 Canaline fessura (Square ground)

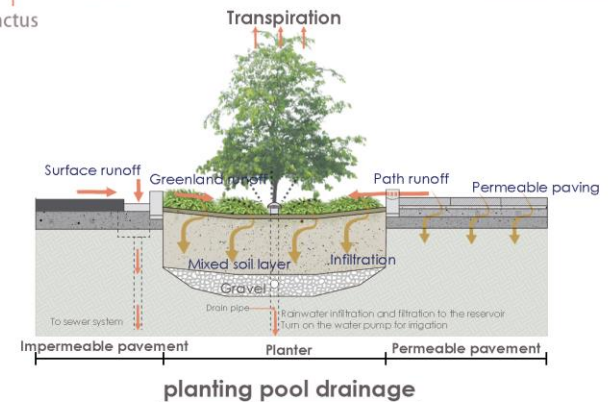
No.2 Drian intake (Roadside & Tree pool)



Rapid drainage structure



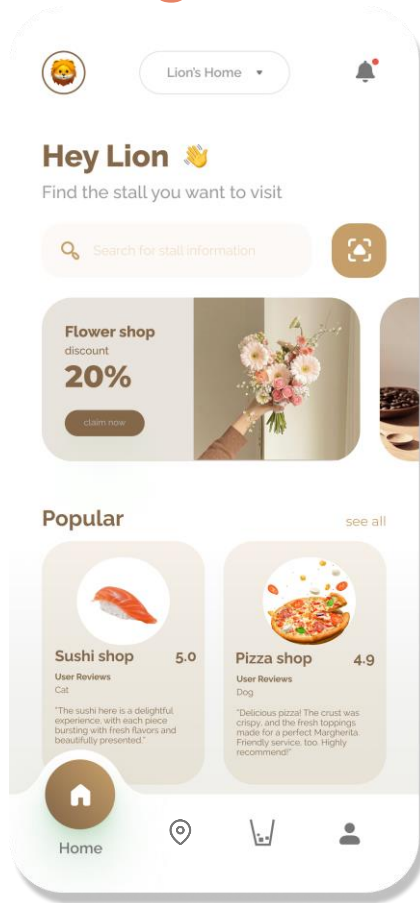
Park drainage



planting pool drainage

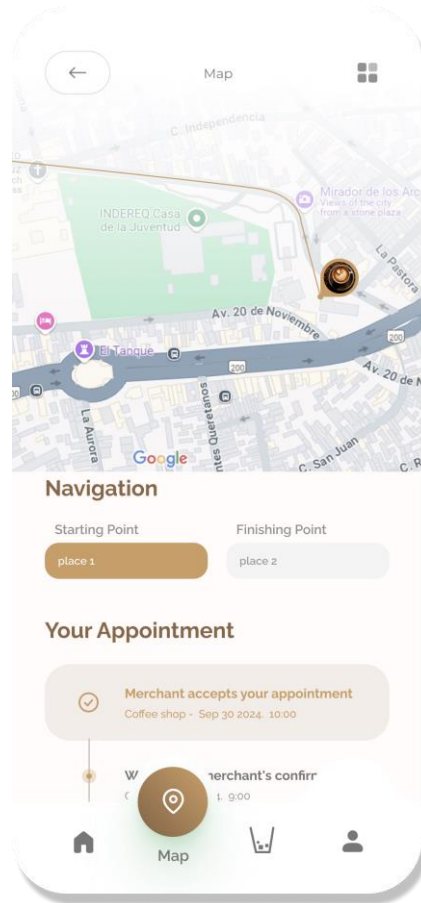


# Linking Between Online and Offline-Integrate An Online App



## Home

This page displays recent ads and popular stores with ratings.



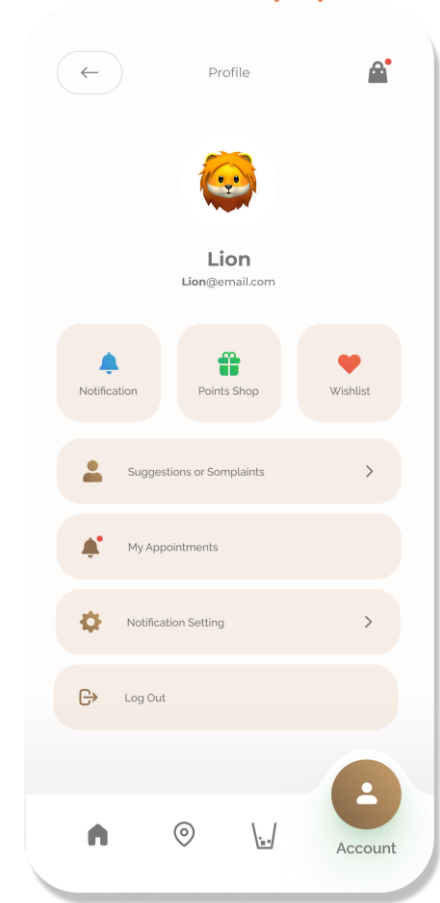
## Map

This page lets you search for stores and check your reservation status.



## Recycle

This page encourages recycling to earn points for prizes.



## Account

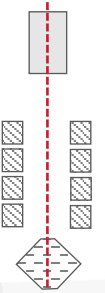
This page lets you customize settings and view your favorites and reservations.

We not only aim to create a rich offline network of business types but also to digitize market culture through an app with maps and scenes. Users can reserve stalls and provide feedback for better management. The app promotes waste sorting and rewards participation, enhancing user experience and market appeal.

# Showcase Of Results



Spatial axis



function



The design of the remnant wall echoes the historical story

Sight analysis

